AMENDMENTS TO THE CLAIMS

1.   (Original)   A system for making advertisements available to web sites on the Internet which includes:

a web server which stores advertisements,

means for supplying selection criteria for view-ops which have particular characteristics, and bid selection logic which makes calculations as each view-op is presented to determine if an advertisement should be supplied in response to a particular view-op, said calculations being a function of results achieved by each display of the particular advertisement on the same site previously.

2.   (Original)   An Internet advertising system which includes

bid selection logic that schedules advertisements on the sites that meet bid specifications based upon results achieved by displaying the same advertisements on the same sites previously.

3.   (Original)   The system recited in claim 2 wherein said bid selection logic makes a calculation of said schedule when each view-op appears after an initialization period.

4.   (Original)   The method of supplying advertisements to web sites on the World Wide Web which includes the steps of comparing the properties of each view-to the characteristics set out in a selection criteria for advertising, and which schedules advertisements on web sites based upon the results achieved by previous advertisements places on each of the web sites where the advertisement was previously displayed.

5.   (Original)   An Internet advertising system that includes:

a web server system which stores advertisements and data bases, bidding agents which submit bids to display advertisements in view-ops which have certain specifications, and bid selection logic which decides which bid to accept for each particular view-op:

said bid selection logic including evaluation logic operable when a view-op occurs which meets the specifications in a bid, for evaluating the comparative effectiveness of the particular advertisements on each of the sites on which the advertisement was previously displayed and wherein the frequency of the advertisement is increased on sites that have proved effective and decreased on site that have a lower effectiveness.

6.   (Original)   The method recited in claim 4 wherein where the properties of a view-op compared to the characteristics set out in a plurality of bids for advertising, and the advertisement is displayed in response to the highest bid in accordance with a schedule.

7.   (Original)   The method recited in claim 6 wherein said results achieved are calculated based upon what would have happened if the advertisement here displayed on each appropriate view-op rather than in accordance with said schedule.

8.   (Original)   The method recited in claim 4 which includes an initialization period wherein said advertisement is not selected base upon the results previously achieved.

9. (Original) The method recited in claim 8 wherein after said initialization period, said results are calculated each time a view-op occurs.

10. (Original) The system recited in claim 5 wherein said evaluation logic is only operative after an evaluation period.

11. (Original) The system in claim 5 wherein said evaluation logic takes into consideration the action taken by a viewer in response to viewing an advertisement.

12. (Original) The system recited in claim 1 wherein the selection criteria is a monetary bid.

13. (Original) The system recited in claim 4 wherein said section criteria is a monetary bid.

14. (Original) Methods for providing a schedule for displaying an advertisement a desired number of times over a period of time on a plurality of websites, comprising,

computing scaling factors representative of the advertisement's effectiveness on the websites, and,

deriving the schedule as a function of an expected number of times the websites present a viewing opportunity over the period of time, and the scaling factors.

15. (Original) Methods according to claim 14, wherein computing scaling factors comprises determining a number of click-throughs for the advertisement at a viewing opportunity on the websites.

16.   (Original)   Methods according to claim 14, wherein computing scaling factors comprises establishing an initialization period with an associated initialization advertisement display schedule.

17.   (Original)   Methods according to claim 14, wherein deriving the schedule comprises computing a probability of display for viewing opportunity on the respective websites.

18.   (Original)   Methods according to claim 14, comprising updating the schedule upon each viewing opportunity.

19.   (Original)   Methods for selecting an advertisement for display in response to a viewing opportunity on a website, comprising,

        providing advertisement bids having an advertisement, an advertisement campaign, and an advertisement selection criteria,

        comparing characteristics of the viewing opportunity to the advertisement bid selection criteria to identify at least one matching advertisement bid,

        selecting a highest matching advertisement bid,

        for the highest matching advertisement bid,

        for the highest matching advertisement bid, computing a display schedule as a function of the associated advertisement campaign and a scaling factor representing the associated advertisement's effectiveness at viewing opportunities on a plurality of websites,

        determining from the display schedule whether the highest matching advertisement bid's advertisement should be displayed, and,

displaying the advertisement, or otherwise eliminating the highest matching advertisement bid from the identified matching advertisement bids, and returning to selecting a highest matching advertisement bid.

20.   (Original)   Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing demographic profile information about a user accessing the website.

21.   (Original)   Methods according to claim 19, wherein comparing characteristics of the viewing opportunity comprises comparing information from the website.

22.   (Original)   Methods according to claim 19, wherein computing the display schedule comprises measuring the advertisement's effectiveness by the number of respective click-throughs for the advertisement on the plurality of websites.

23.   (Original)   Methods according to claim 22, further comprising generating effectiveness statistics during a specified initialization period.

24.   (Original)   Computer program products disposed on a computer readable medium for providing a schedule for displaying an advertisement a desired number of times over a period of time on a plurality of websites, the computer program products comprising instructions for causing a processor to,

        compute scaling factors representative of the advertisement's effectiveness on the websites, and,

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derive the schedule as a function of an expected number of times the websites present a viewing opportunity over the period of time, and the scaling factors.

25.   (Original)   Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to determine a number of click-throughs for the advertisement at a viewing opportunity on the websites.

26.   (Original)   Computer program products according to claim 24, wherein the instructions to compute scaling factors comprise instructions to establish an initialization period with an associated initialization advertisement display schedule.

27.   (Original)   Computer program products according to claim 24, wherein the instructions to derive the schedule comprise instructions to compute a probability of display for a viewing opportunity on the respective websites.

28.   (Original)   Computer program products according to claim 24, further comprising instructions to update the schedule upon each viewing opportunity.

29.   (Currently Amended)   A method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page in response subsequent to a request for the web page by a browser, the method comprising:

accepting receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal

specifies: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving ~~a request to provide the advertisement to fulfill~~ an indication of the advertising opportunity; and

in response to receiving the indication:

determining matching proposals having criteria that are satisfied by characteristics of the advertising opportunity; and

determining one of the particular advertisements to provide for fulfilling the advertising opportunity, wherein the ~~one of the~~ determined particular ~~advertisements~~ advertisement corresponds to one of the matching proposals having a highest amount.

30.   (New)   The method of claim 29, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

31.   (New)   The method of claim 29, wherein the amount specified in each proposal is a monetary amount to be paid by an advertiser submitting the proposal upon each occurrence of a specific event.

32.   (New)   The method of claim 31, wherein the specific event is a display of the particular advertisement specified in the proposal.

33.   (New)   The method of claim 29, wherein the amount specified in each proposal is a maximum monetary amount specified by an advertiser submitting the proposal for competing for placement of the particular advertisement, wherein

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an actual amount is minimized to a level ensuring placement of the particular advertisement.

34.   (New)   The method of claim 29, wherein at least one of the proposals comprises multiple proposals for providing a particular advertisement, wherein each of the multiple proposals is associated with criteria for providing the particular advertisement and an amount.

35.   (New)   The method of claim 29, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

36.   (New)   The method of claim 35, wherein the determined particular advertisement is determined by selection logic.

37.   (New)   The method of claim 29 further comprising: providing the determined particular advertisement for fulfilling the advertising opportunity.

38.   (New)   The method of claim 37, wherein the determined particular advertisement is provided for fulfilling the advertising opportunity using HTTP.

39.   (New)   The method of claim 29, wherein the criteria associated with each proposal includes at least one characteristic of a viewer utilizing the browser.

40.   (New)   The method of claim 32, further comprising:
                        for the one of the particular advertisements:

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computing a display schedule, the display schedule comprising: a number, indicative of the desired number of times over a period of time to provide the advertisement for fulfilling advertising opportunities and a selection criteria associated with each of a plurality of web sites, wherein the selection criteria for each of the plurality of web sites is a function of: the number; an expected number of times over the period of time the proposal corresponding to the advertisement matches advertising opportunities for each of the plurality of web sites; and a scaling factor representative of the determined particular advertisement's comparative effectiveness at viewing opportunities on each of the plurality of web sites;

determining from the display schedule whether the determined particular advertisement should be selected to provide for fulfilling the advertising opportunity; and

providing the determined particular advertisement, or otherwise eliminating the matching proposal corresponding to the determined particular advertisement from among the matching proposals and returning to determining which one of the particular advertisements corresponds to one of the matching proposals having a second highest amount.

41.   (New)   A method for determining an advertisement from a plurality of advertisements in response to receiving an indication of an advertising opportunity, wherein the advertising opportunity is an opportunity to place advertising content on a web page subsequent to a request for the web page by a browser, the method comprising:

providing an input system for receiving a plurality of proposals from advertisers to advertise on web pages, wherein each proposal is submitted by a particular advertiser and is associated with: a particular advertisement; criteria for

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placing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and a proposal value indicative of beneficial value derivable from the particular advertiser for placing the particular advertisement;

receiving an indication of the advertising opportunity; and

in response to receiving the indication:

generating data as a result of determining matching proposals from among the plurality of proposals, wherein the matching proposals are associated with criteria that are satisfied by characteristics of the advertising opportunity, and wherein the data represents the matching proposals; and
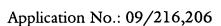
determining based on the data which one of the particular advertisements corresponds to one of the matching proposals associated with a highest proposal value.
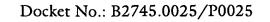
42. (New)   The method of claim 41, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

43. (New)   The method of claim 41, wherein the proposal value associated with each proposal is indicative of a monetary amount to be paid by the particular advertiser submitting the proposal upon each occurrence of a specific event.

44. (New)   The method of claim 43, wherein the specific event is a display of the particular advertisement associated with the proposal.

45.   (New)   The method of claim 41, wherein the proposal value associated with each proposal is indicative of a maximum monetary amount specified by the particular advertiser submitting the proposal for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

46.   (New)   The method of claim 41, wherein at least one of the proposals comprises a plurality of levels, wherein each of the plurality of levels is associated with criteria for providing the particular advertisement and a proposal value.

47.   (New)   The method of claim 41, wherein the proposals are proposed bids, wherein the matching proposals are determined by bidding agents, wherein the data is submitted by the bidding agents to selection logic, and wherein the determined particular advertisement is determined by selection logic.

48.   (New)   The method of claim 41, wherein the criteria associated with each proposal includes at least one characteristic of a viewer utilizing the browser.

49.   (New)   A computerized method for determining an advertisement from among a plurality of advertisements in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to advertise on a web page subsequent to a request for the web page by a viewer utilizing a browser, the computerized method comprising:

        receiving an indication of the advertising opportunity; and

        in response to receiving the indication:

selecting a proposal from among a plurality of proposals submitted by advertisers desiring to fulfill the advertising opportunity, wherein each of the plurality of proposals is associated with: a particular advertiser; a particular advertisement; and an amount, and wherein the selected proposal is associated with a highest amount.

50. (New) The method of claim 49 wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

51. (New) The method of claim 49, wherein the amount associated with each of the plurality of proposals is a monetary amount to be paid by the advertiser corresponding to the proposal upon each occurrence of a specific event.

52. (New) The method of claim 51, wherein the specific event is a display of the advertisement corresponding to the proposal.

53. (New) The method of claim 49, wherein the amount associated with each of the plurality of proposals is a maximum monetary amount, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

54. (New) A method for determining an advertisement from a plurality of advertisements in response to receiving an indication of an advertising opportunity, wherein the advertising opportunity is an opportunity to advertise on a web page subsequent to a request for the web page by a browser, the method comprising:

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receiving a plurality of proposals from advertisers to advertise on web pages, wherein each proposal is submitted by a particular advertiser and is associated with: a particular advertisement; criteria for placing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving an indication of the advertising opportunity; and

in response to receiving the indication:

generating data as a result of determining matching proposals from among the plurality of proposals, wherein the matching proposals are associated with criteria that are satisfied by characteristics of the advertising opportunity, and wherein the data represents the matching proposals; and

determining based on the data which one of the particular advertisements corresponds to one of the matching proposals associated with a highest amount.

55.   (New)   The method of claim 54, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

56.   (New)   The method of claim 54, wherein the amount associated with each proposal is indicative of a monetary amount to be paid by the particular advertiser submitting the proposal upon each occurrence of a specific event.

57.   (New)   The method of claim 56, wherein the specific event is a display of the particular advertisement associated with the proposal.

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58.   (New)   The method of claim 54, wherein the amount associated with each proposal is indicative of a maximum monetary amount specified by the particular advertiser submitting the proposal for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level ensuring placement of the particular advertisement.

59.   (New)   The method of claim 54, wherein at least one of the proposals comprises a plurality of levels, wherein each of the plurality of levels is associated with criteria for providing the particular advertisement and an amount.

60.   (New)   The method of claim 54, wherein the proposals are proposed bids, wherein the matching proposals are determined by bidding agents, wherein the data is submitted by the bidding agents to selection logic, and wherein the determined particular advertisement is determined by selection logic.

61.   (New)   The method of claim 54, wherein the criteria associated with each proposal includes at least one characteristic of a viewer utilizing the browser.